

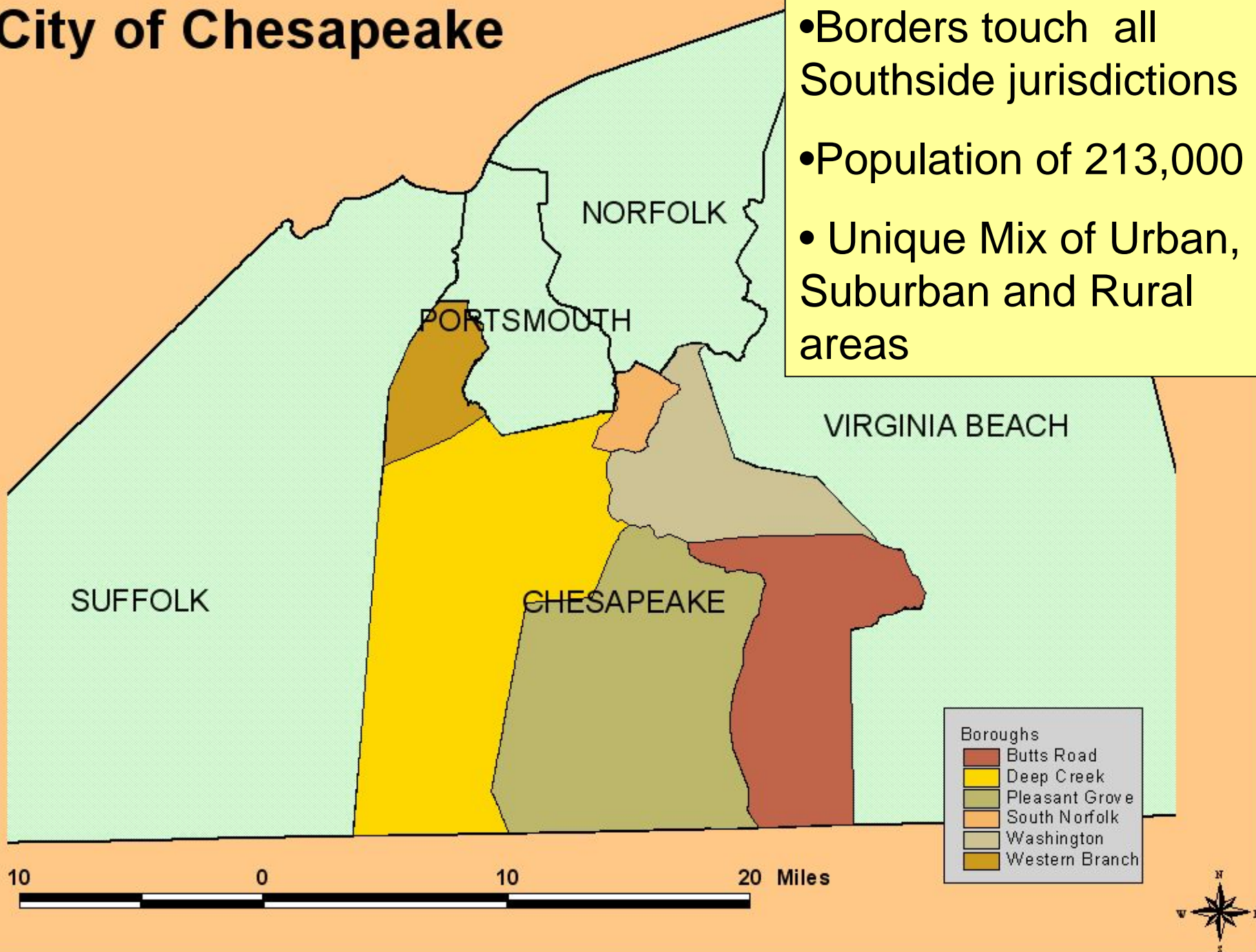
Communicating with the Public During Hurricane Isabel

City of Chesapeake
and
WFOS 88.7

Lt. Sam Gulisano
Chesapeake Fire
Department

City of Chesapeake

- Borders touch all Southside jurisdictions
- Population of 213,000
- Unique Mix of Urban, Suburban and Rural areas



- **Number of venues**

- **Tried and True**

- **Internet**
 - **Local Cable Channel**
 - **Public Safety**
 - **Reverse 911**
 - **Amateur Radio Operators**
 - **Civic Leagues and Churches**



- **New and Improved**

- **Flyers- Volunteers, City Employees, CERT**
 - **Flyers- Postal Service**
 - **Traffic control LED displays**



WFOS 88.7

**One of the most successful
mediums used was WFOS
88.7**

- **Public School's Radio Station**
 - **Established in 1955**
 - **Plays a mix of music**
 - **Big Band**
 - **Blues**
 - **Top 40 from the 70's and 80's**



WFOS 88.7

- **15,500 watt FM Station**
- **Heard throughout most of Hampton Roads**
- **On air 24 / 7**
- **Students operate the Station**
 - **2 year commitment- earn academic credits**
 - **Part time employees**

WFOS 88.7

- **Converted ambulance donated by the Fire Department**
 - **Marti Microwave System**
- **Provided an area for the equipment and a place to broadcast**
 - **Worked side by side Amateur Radio Operators**
- **Had free access to EOC, participated in all briefings**

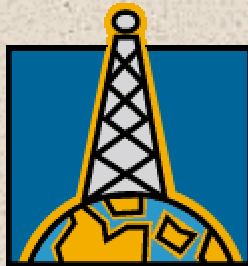
WFOS 88.7

- **Broadcast live from the EOC**
 - **Accurate, relevant and timely information**
 - **Shelter locations**
 - **Ice, water, meal, and shower sites**
 - **Volunteer opportunities**
 - **Power status**
 - **Debris removal**
 - **Live interviews with the Emergency Services Coordinator**



Lessons Learned

- **Get the word out**
 - Battery powered radio
 - Publicize Station
- **Upgrade/Permanent antenna**
- **Dedicated office for broadcast**



Conclusion

- Partnership was a great success
- No cost alternative
 - Leverage existing resources
- Tiger Cub Motto
 - Search
 - Discover
 - Share



Questions and Discussion